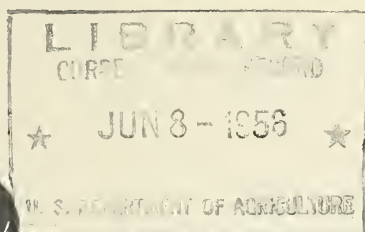


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Consumer Purchases of Selected FRUITS AND JUICES



in JANUARY

1956



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

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PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN JANUARY 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Household consumer purchases of fresh citrus fruit in January 1956 were lower than in the same month of 1955. Despite an increase of about 15 percent in the volume of Florida grapefruit purchased, total fresh grapefruit purchases were slightly smaller than a year earlier. Purchases of fresh oranges were down about 12 percent from January 1955. Lower purchases of oranges from each of the producing areas were reflected in the smaller volume although the greatest decline was in purchases of oranges unidentified as to origin.

During January 1956, householders bought about 7 percent less fresh lemons than they did during the same month of 1955. Tangerine purchases were also well below January 1955, reflecting a somewhat smaller crop for this season as compared with 1954-55.

Prices for fresh citrus fruit during January 1956 were higher than the same month a year earlier. Householders reported paying about 4.3 cents more per dozen for oranges, 3.7 cents more for grapefruit, 1.9 cents more for lemons, and 4.5 cents more for tangerines.

Purchases of frozen concentrated orange juice in January 1956 were about 6 percent lower than in the same month last year. The lower purchase volume was primarily the result of a smaller proportion of families buying this product. Prices paid were up about 1.7 cents a 6-ounce can.

Purchases of citrus fruit ades--frozen concentrate for lemonade, canned single-strength orangeade, and shelf-pack concentrate for orangeade--although seasonally low, were well above the volumes reported in January 1955. Consumers reported paying about 1.5 cents less per 6-ounce can for frozen concentrate for lemonade. Prices paid for single-strength orangeade were almost unchanged, while slightly lower prices were reported for shelf-pack concentrate for orangeade.

Householders increased their purchases of canned grapefruit juice and orange-grapefruit blended juices. Purchases of canned single-strength orange juice, however, were almost 11 percent under the volume bought by householders in January 1955. Consumers paid higher prices for orange juice, but there was little change from a year earlier in prices paid for grapefruit and orange-grapefruit blended juices.

Purchase volumes of canned single-strength pineapple and prune juice were well above those reported in January 1955. Householders, however, purchased less tomato juice. Prices paid were lower than a year earlier for pineapple and prune juices, but were slightly higher for tomato juice.

FROZEN JUICES AND ADES

Purchases of frozen concentrated orange juice by household consumers during January 1956, although about 8 percent larger than in the preceding month, were about 6 percent smaller than in January 1955. Householders reported paying about the same price for a 6-ounce can of frozen concentrate in January 1956 as in the preceding month, but about 1.7 cents more than in January last year.

There was a slight decrease in the average quantity of frozen concentrated orange juice purchased by buying families, but the smaller total volume of purchases in January 1956 compared with the same month last year was primarily the result of a smaller proportion of families buying.

Consumer purchases of frozen concentrated grape juice in January 1956 were up about 15 percent from January last year as householders continued to report larger purchases each month than in the same month a year earlier. Prices paid were almost 2.5 cents a 6-ounce can lower than in January 1955, and about 1.5 cents lower than in the preceding month. The average price of 18.6 cents per 6-ounce can paid by householders in January 1956 was the lowest price reported since the series began in 1949.

Householders' purchases of frozen concentrate for lemonade, although seasonally low in this period, were about 26 percent larger than in January 1955. Prices paid from October 1955 through January 1956 averaged about 1.5 cents a 6-ounce can lower than in the same months last season. A slight increase occurred in the proportion of families buying frozen concentrate for lemonade in January 1956 compared with a year earlier; the larger purchase volume reported was primarily the result of larger average purchases by those buying.

Householders' purchases of canned single-strength orangeade in January 1956 were up about 15 percent from the preceding month and were about 24 percent larger than a year earlier. These gains resulted almost entirely from the purchase of larger average quantities by buying families.

Prices paid for canned single-strength orangeade in January 1956 were almost unchanged from the preceding month as well as from a year earlier.

Purchases of shelf-pack concentrate for orangeade during January 1956 were about 13 percent larger than a year earlier. Householders reported paying slightly lower prices for this product compared with January 1956.

CANNED JUICES

Household buying of canned single-strength orange juice in January 1956 was about 11 percent smaller than in the same month last year. Purchases were up slightly from the preceding month. The lower purchase volume compared with a year earlier resulted from decreases in both proportion of families buying and in average quantities purchased by these families. Prices reported paid by householders were almost unchanged from the preceding month, December 1955, but were about 1.7 cents higher for a 46-ounce can than in January last year.

Householders' purchases of canned single-strength grapefruit juice during January were up slightly from the preceding month, but at about the same level as January 1955. Prices paid also were about the same as a year earlier.

As a result of an increase in proportion of families buying canned single-strength orange-grapefruit blended juice, purchases were almost 16 percent larger than a year earlier and were up about 35 percent from the preceding month. Prices paid averaged 1.2 cents a 46-ounce can lower than in December 1955, but slightly higher than a year earlier.

Purchases of single-strength lemon juice, seasonally low during this period, edged above the volume reported in the preceding month. Purchases, however, were well below January a year earlier. Prices paid were almost 1.0 cent per 5½-ounce can lower than in January 1955.

Grape juice purchases during January 1956 were about 8 percent smaller than in both the preceding month and the same month a year earlier. The decrease was primarily the result of smaller purchases by buying families, as the proportion of families reporting the purchase of this product was only slightly lower than in these earlier periods. Consumers paid about the same amount for 24 ounces of grape juice as in the preceding month, but paid slightly lower prices than a year earlier.

Purchases of tomato juice by householders in January 1956 were up about 13 percent from the preceding month. Volume of purchases, however, was moderately lower than in January last year. The decrease was primarily the result of smaller average purchases by buying families. Prices paid were up almost 1.0 cent per 46-ounce can from January 1955, but were about the same as in December 1955.

Householders reported materially larger purchases of prune juice and pineapple juice in January 1956 than a year earlier, with purchase volumes about 22 percent and 24 percent larger than in January 1955, respectively. A larger proportion of the Nation's families reported purchasing these juices during January 1956 than a year earlier. Those buying purchased larger quantities.

Prices paid for both prune and pineapple juice in January were unchanged from the preceding month. Prices paid for pineapple juice were almost 3 cents a 46-ounce can lower than in January 1955, and for 32 ounces of prune juice prices were almost 1.0 cent per can lower.

FRESH FRUIT

Total purchases of fresh oranges by householders in January 1956 were about 12 percent smaller than in January a year earlier and were the lowest for a January period since 1949 when this series of reports began. The decrease in purchases of fresh oranges compared with a year earlier resulted from decreases in both the proportion of families buying and in average quantities purchased by buying families. Householders paid about 4.3 cents more per dozen for oranges in January 1956 than a year earlier. The average price of 41.4 cents per dozen paid by householders in January for all orange purchases was the highest price reported for the month of January since 1949.

Purchases of California-Arizona and Florida oranges were about 14 and 8 percent lower in January 1956, respectively, than in the same month of 1955. Purchases of oranges unidentified as to origin were about 25 percent lower. About the same proportion of the Nation's families (21 percent) bought Florida and California-Arizona oranges, and about 45 percent of the Nation's families purchased some fresh oranges during January 1956.

Total fresh grapefruit purchases during January 1956 were slightly smaller than the volume bought by householders a year earlier, despite a gain of about 15 percent for Florida grapefruit. Sizeable decreases in purchases of grapefruit unidentified as to origin and of grapefruit from other areas were reported.

Increased purchases of Florida grapefruit resulted from more families buying as well as an increase in the average quantity purchased by these families during January 1956. Decreased purchases of California-Arizona grapefruit and unidentified grapefruit resulted primarily from fewer families buying, although slight decreases were also noted in average quantity purchased.

Prices reported paid for all fresh grapefruit averaged almost 4 cents a dozen higher in January 1956 than a year earlier. California-Arizona grapefruit prices were about 12 cents a dozen higher than in January 1955, and Florida grapefruit about 4 cents a dozen higher.

The volume of fresh lemons purchased by householders during January 1956 remained at about the same level as in the preceding month, but was down moderately from January 1955. The decrease in purchase volume from a year earlier resulted from fewer families buying, as there was no change from a year earlier in the average number of lemons purchased by buying families.

Prices reported paid by householders for fresh lemons in January 1956 averaged almost 2 cents per dozen higher than a year earlier. The average price of 48.1 cents per dozen was the highest price reported paid by householders since July 1952.

Household purchases of tangerines during January 1956 were about 15 percent smaller than a year earlier. Smaller purchases in both December 1955 and January 1956 than in those months a year earlier reflected the somewhat smaller crop for this season compared with 1954-55.

Prices paid by householders for tangerines were about 4.5 cents a dozen higher than in January last year, but were down about 6 cents from the preceding month, December 1955.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, January 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase				
					1956	1955	1956	1955			
	Percent	Percent	cases 1/	cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.1	11.0	1,081	1,212	1.7	1.7	54.9	57.8	46	32.7	31.0
Grapefruit	8.6	8.9	981	952	1.5	1.6	65.2	61.2	46	24.9	25.1
Orange and gpf. blend	3.7	2.9	331	285	1.3	1.4	60.5	60.8	46	29.0	28.6
Lemon	1.7	2.2	34	47	1.3	1.3	13.8	14.7	5½	12.8	13.7
Grape	4.5	4.6	188	204	1.3	1.4	28.5	29.3	24	35.3	36.2
Pineapple	14.8	12.8	1,412	1,139	1.5	1.5	58.1	53.5	46	27.1	29.8
Prune	8.4	7.3	652	533	1.8	1.8	38.8	37.2	32	32.1	33.0
Tomato	19.2	19.9	1,777	1,901	1.5	1.6	53.4	52.2	46	27.5	26.6
Total 2/	48.4	47.6	7,349	7,098	2.7	2.7	50.8	49.5			
Canned ades											
Orangeade	2.9	2.8	379	306	1.8	1.6	65.4	60.0	46	27.9	28.1

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, January 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	29.5	30.4	5,043	5,377	2.3	2.3	19.9	20.0	6	16.6	14.9
Grape	4.2	4.1	315	274	1.5	1.6	13.4	11.3	6	18.6	21.0
Other concentrates	1/	1/	317	228	1/	1/	15.8	13.3	6	15.6	15.3
Total	31.3	31.7	5,675	5,879	2.5	2.6	19.1	18.9			
Concentrated ades											
Frozen											
Lemonade	2.0	1.8	153	121	1.5	1.4	13.6	12.9	6	14.8	16.2
Shelf pack											
Orangeade	1.3	1.1	113	100	1.5	1.6	15.2	15.4	6	16.7	17.1

1/ Information not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, January 1956 and 1955 (4-week period)

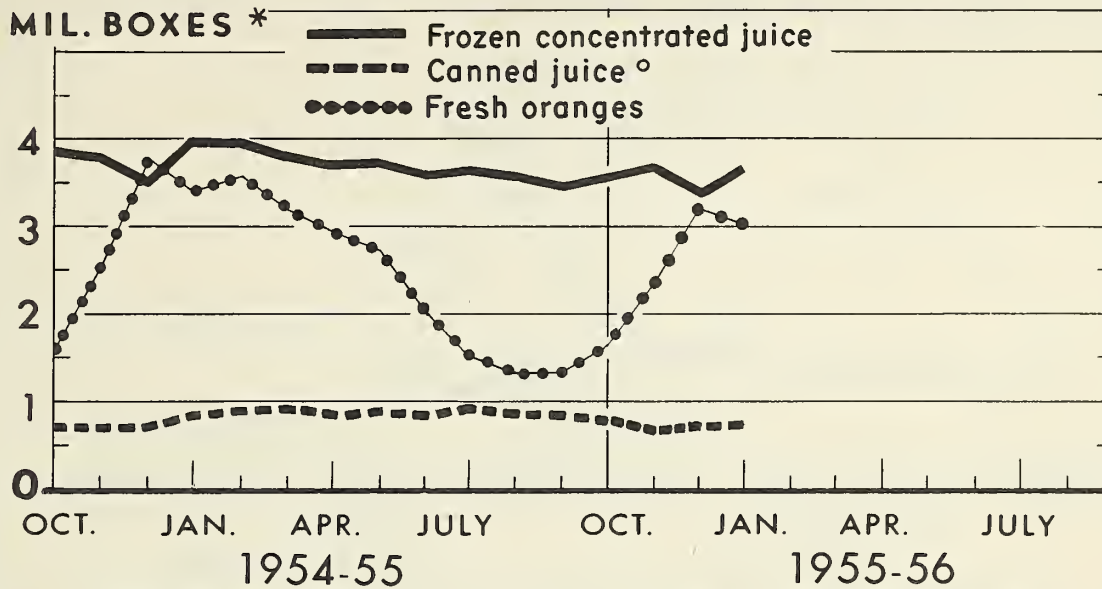
Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	21.2	22.4	1,063	1,234	1.6	1.7	12.1	12.3	47.4	44.4
Florida	21.1	22.3	1,427	1,560	1.9	2.0	14.5	15.3	37.5	31.4
Unidentified	10.5	11.6	407	484	1.4	1.4	11.4	12.4	40.8	37.1
Total 1/	45.2	47.8	3,008	3,400	2.0	2.2	13.0	13.6	41.4	37.1
Grapefruit										
California-Arizona	2.7	3.8	154	261	1.5	1.6	5.4	6.0	79.9	67.7
Florida	20.5	17.7	1,340	1,163	1.8	1.8	5.5	5.3	80.6	76.8
Unidentified	10.5	11.4	498	589	1.4	1.5	5.3	5.0	78.0	78.5
Total 1/	31.8	32.2	2,246	2,330	1.9	1.9	5.6	5.5	77.9	74.2
Tangerines	17.5	19.4	1,040	1,230	1.6	1.6	12.5	13.6	32.3	27.8
Lemons	17.2	18.5	218	234	1.5	1.5	5.9	5.9	48.1	46.2
Total 2/	62.7	65.8	6,512	7,194	3.2	3.4	10.1	10.6	46.0	41.0

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.

National Consumer Panel of Market Research Corporation of America.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

° INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929-56 (2) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,643	1,574	3,597	3,850	773	722	6,013	6,146
November	2,350	2,518	3,621	3,769	672	713	6,643	7,000
December	3,270	3,764	3,395	3,486	723	711	7,388	7,961
October-December 2/	8,020	8,612	11,471	11,917	2,337	2,299	21,828	22,828
January	3,008	3,400	3,671	3,984	747	830	7,426	8,214
February		3,555		3,972		897		8,424
March		3,181		3,775		912		7,868
October-March 2/		19,543		24,599		5,177		49,319
April		2,965		3,685		841		7,491
May		2,709		3,700		872		7,281
June		2,001		3,568		822		6,391
October-June 2/		27,758		36,420		7,937		72,115
July		1,522		3,648		922		6,092
August		1,331		3,554		836		5,721
September		1,335		3,496		824		5,655
Season 2/		32,270		48,025		10,724		91,019

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

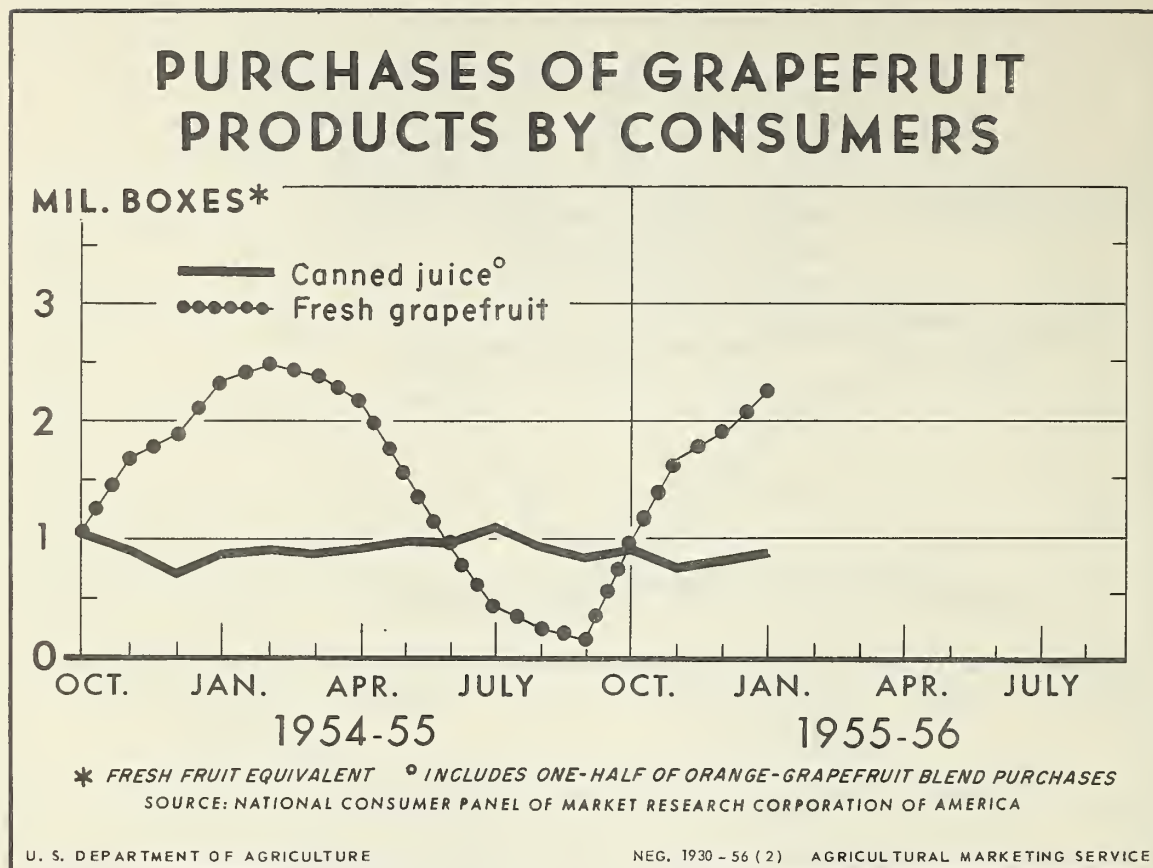


Figure 2

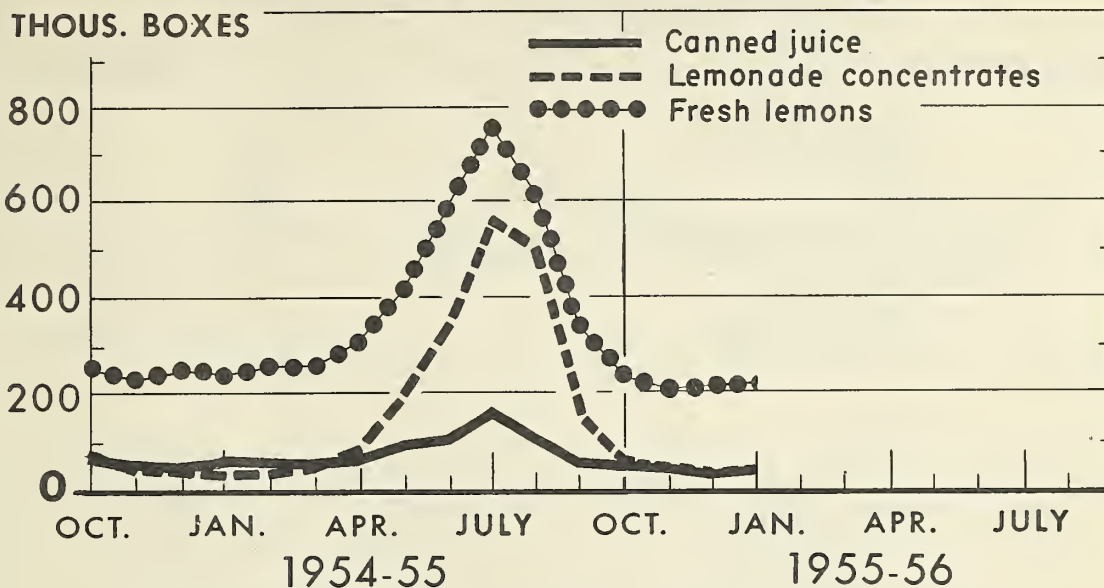
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	725	2,760	2,620
October-December ^{2/}	5,165	5,121	2,722	2,847	7,887	7,968
January	2,246	2,330	882	882	3,128	3,212
February		2,498		907		3,405
March		2,387		887		3,274
October-March ^{2/}		12,995		5,734		18,729
April		2,162		924		3,086
May		1,552		978		2,530
June		948		970		1,918
October-June ^{2/}		17,950		8,857		26,807
July		434		1,112		1,546
August		244		950		1,194
September		215		858		1,073
Season ^{2/}		18,905		12,016		30,921

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931-56 (2) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice ^{1/}		Concentrate for lemonade				Total	
					Frozen		Total ^{2/}			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December ^{3/}	713	785	129	161	125	120	133	132	975	1,078
January	218	234	37	51	32	26	37	27	292	312
February		251		48		29		31		330
March		252		46		41		43		341
October-March ^{3/}		1,583		318		224		241		2,142
April		307		54		68		72		433
May		407		84		187		197		688
June		587		96		327		342		1,025
October-June ^{3/}		2,997		572		865		913		4,482
July		754		160		526		554		1,468
August		610		108		461		480		1,198
September		337		50		152		157		544
Season ^{3/}		4,814		909		2,085		2,186		7,909

^{1/} Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

^{2/} Includes shelf pack lemonade base.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

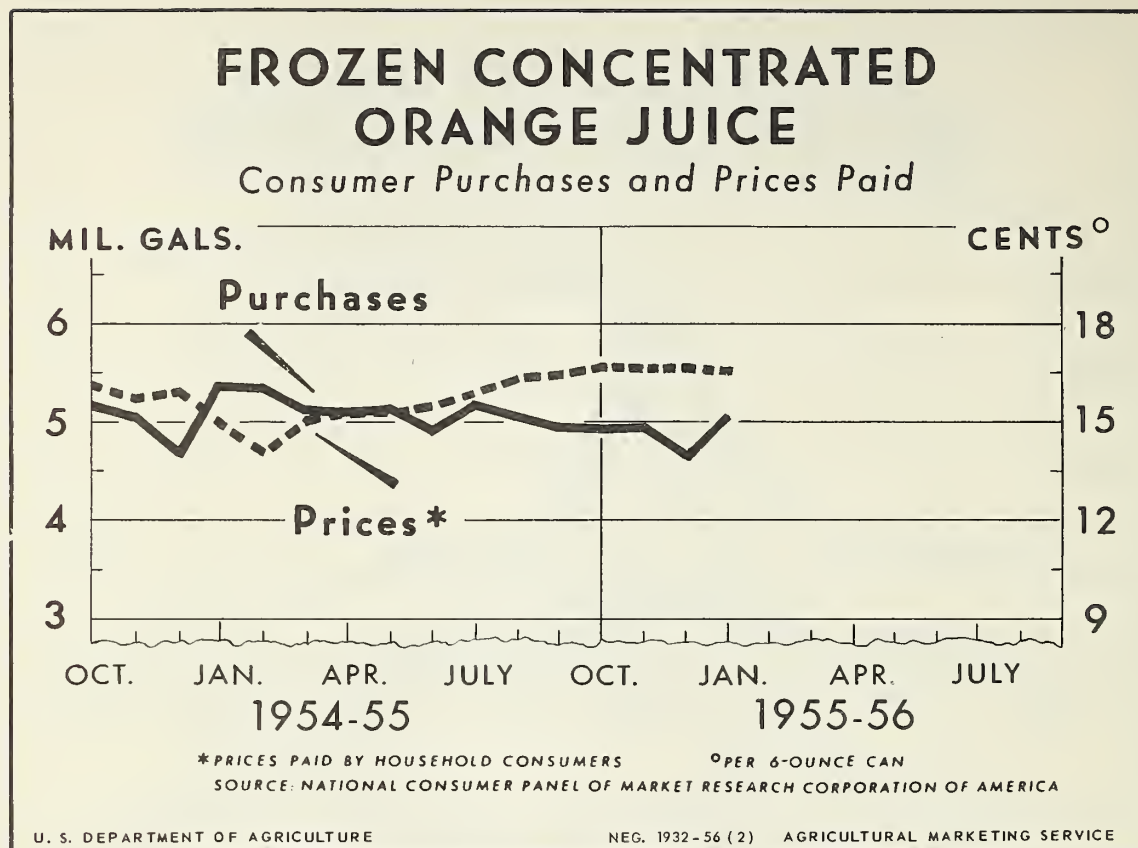


Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/	15,822	15,974		
January	5,043	5,377	16.6	14.9
February		5,360		14.0
March		5,094		14.8
October-March 1/		33,089		
April		5,090		15.2
May		5,111		15.3
June		4,928		15.5
October-June 1/		49,417		
July		5,182		15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

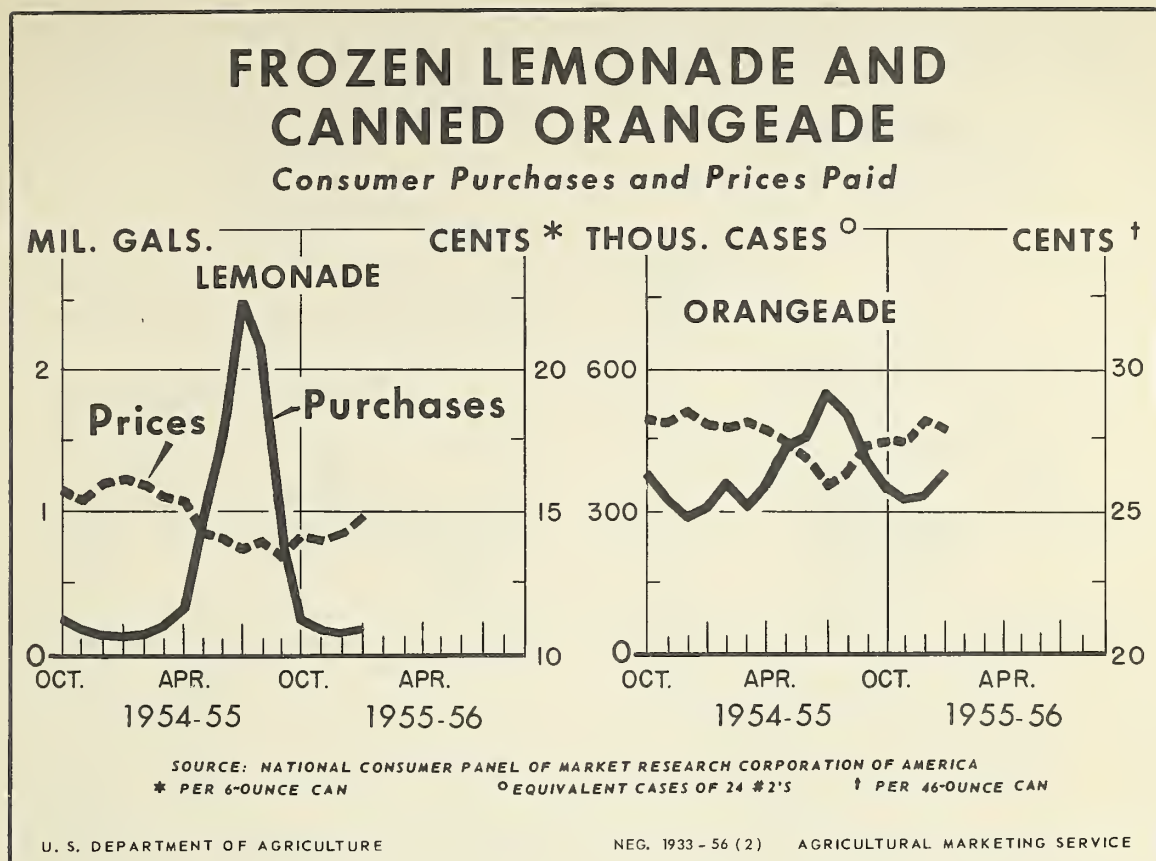


Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
			per 6 oz. can				per 46 oz. can	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000			1,000	1,000		
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	28.2	28.5
October-December 2/	593	568			1,071	1,070		
January	153	121	14.8	16.2	379	306	27.9	28.1
February		136		15.9		361		28.0
March		194		15.5		311		28.2
October-March 2/		1,061				2,136		
April		321		15.3		348		27.9
May		887		14.3		436		27.5
June		1,551		14.0		458		26.9
October-June 2/		4,099				3,492		
July		2,493		13.6		551		25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

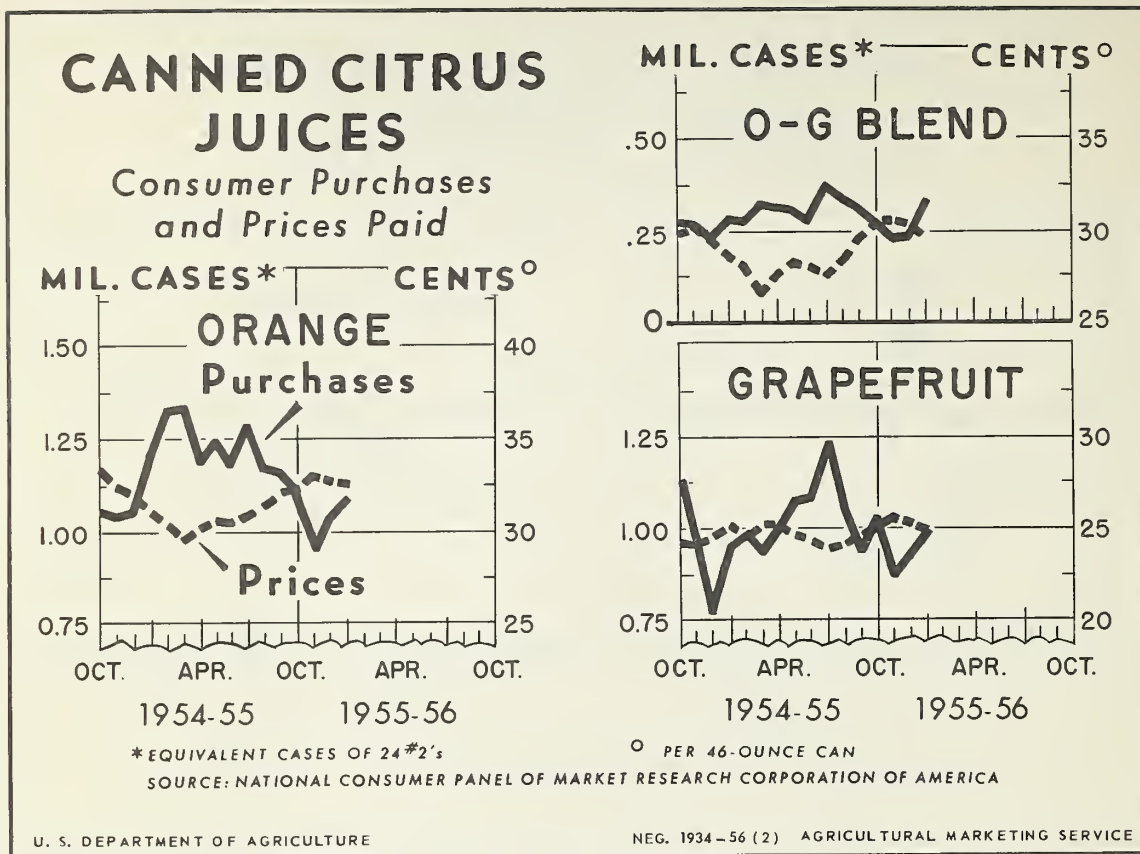


Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55
	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
October	1,104	1,054	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
November	954	1,043	33.0	32.4	857	978	25.5	24.0	248	267	30.6	30.1
December	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
October-December 2/	3,351	3,381			3,059	3,060			800	824		
January	1,081	1,212	32.7	31.0	981	952	24.9	25.1	331	285	29.0	28.6
February		1,321		30.4		984		24.6		283		28.1
March		1,326		29.5		939		25.2		322		26.5
October-March 2/		7,591				6,157				1,795		
April		1,190		30.2		1,006		25.2		312		27.7
May		1,241		30.6		1,077		24.6		307		28.3
June		1,176		30.5		1,080		24.4		280		28.1
October-June 2/		11,515				9,593				2,779		
July		1,287		30.8		1,235		23.9		377		27.6
August		1,170		31.4		1,049		24.1		334		28.5
September		1,161		32.1		942		24.7		314		29.6
Season 2/		15,425				13,088				3,878		

^{1/} Equivalent cases of 24 No. 2 cans--432 ounces per case.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

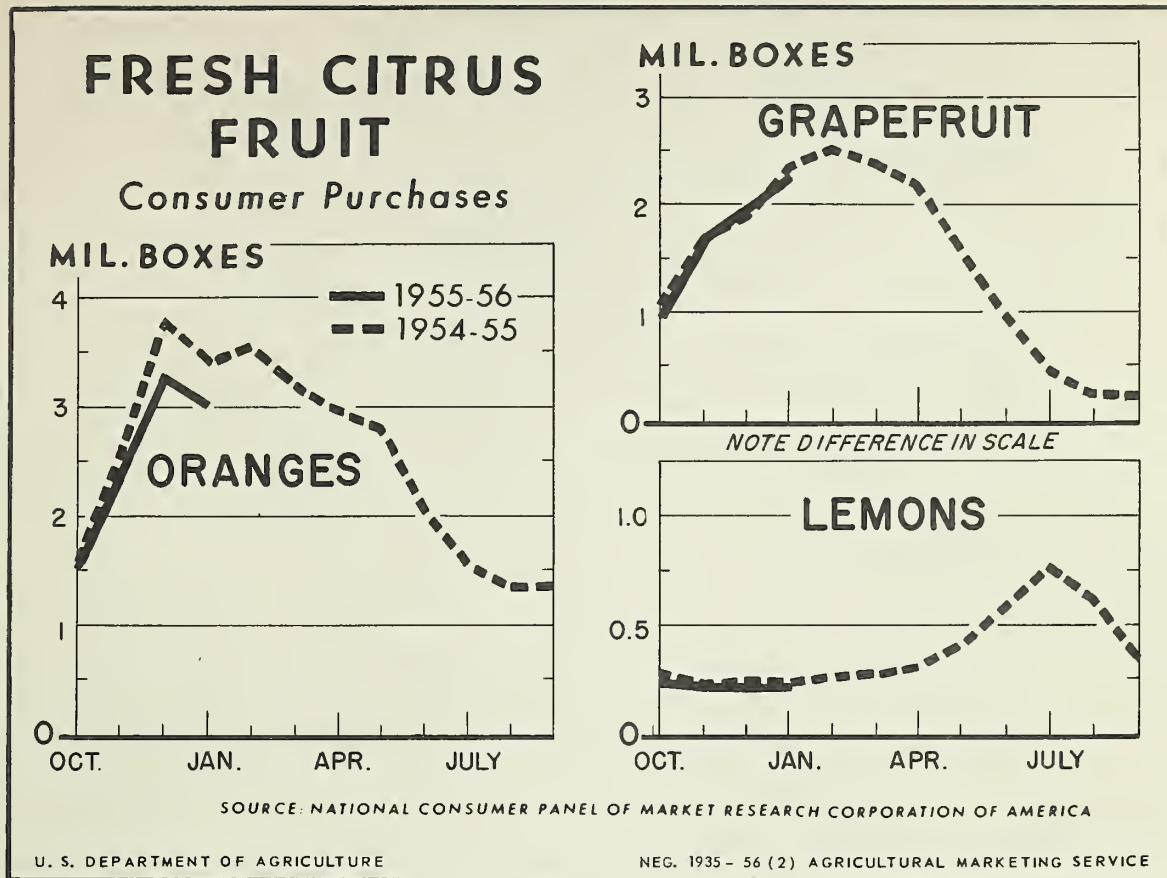


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:
	1,000	1,000			1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,643	1,574	42.1	45.6	984	1,053	90.7	92.8	228	252	43.9	45.1
November	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
December	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
October-December ^{1/}	8,020	8,612			5,165	5,121			713	785		
January	3,008	3,400	41.4	37.1	2,246	2,330	77.9	74.2	218	234	48.1	46.2
February		3,555		37.3		2,498		73.4		251		44.0
March		3,181		39.8		2,387		78.4		252		42.9
October-March ^{1/}		19,543				2,995				1,583		
April		2,965		42.2		2,162		82.9		307		41.3
May		2,709		42.8		1,552		93.3		407		41.9
June		2,001		43.5		948		101.5		587		40.4
October-June ^{1/}		27,758				17,950				2,997		
July		1,522		43.9		434		106.6		754		41.8
August		1,331		44.9		244		108.8		610		41.6
September		1,335		45.0		215		112.3		337		42.7
Season ^{1/}		32,270				18,905				4,814		

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

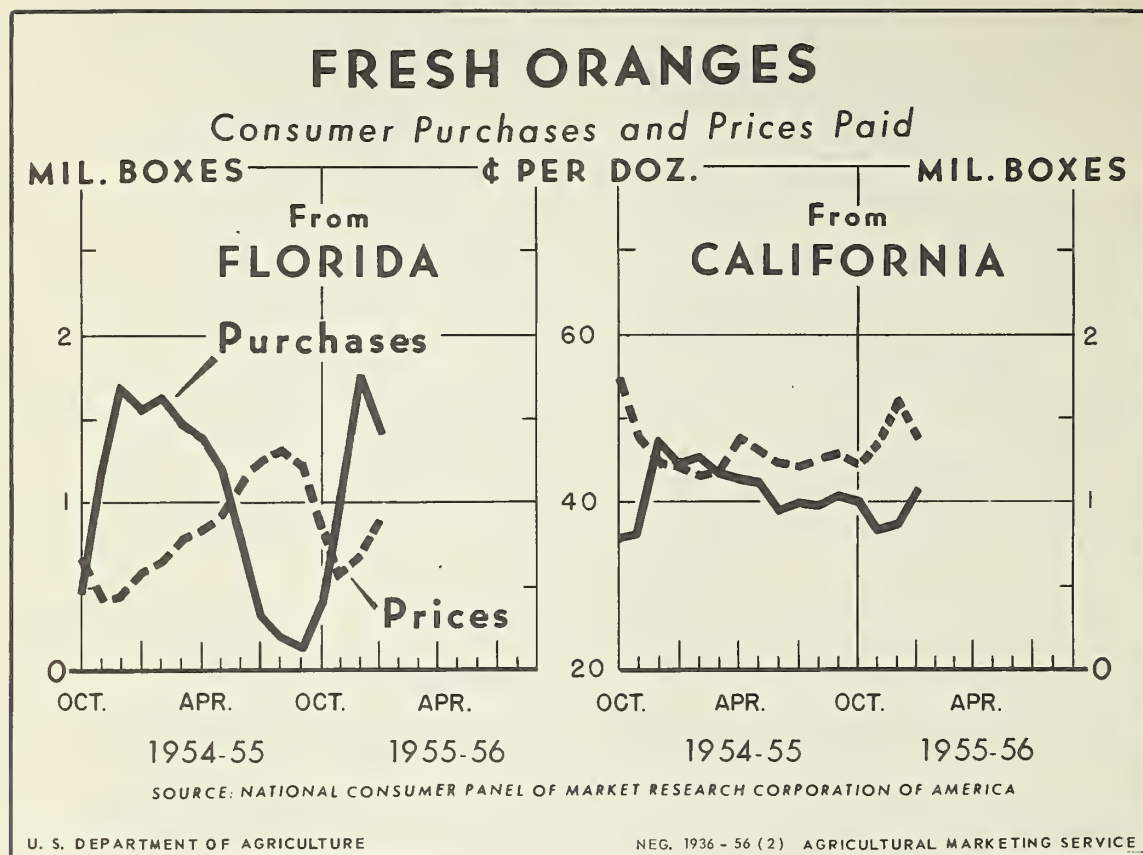


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
October-December 1/	3,618	3,600			2,953	3,271		
January	1,427	1,560	37.5	31.4	1,063	1,234	47.4	44.4
February		1,632		32.7		1,261		43.0
March		1,471		35.8		1,170		43.8
October-March 1/		8,704				7,206		
April		1,380		36.7		1,125		47.8
May		1,204		38.3		1,116		46.4
June		746		42.6		963		44.7
October-June 1/		12,265				10,636		
July		321		45.3		995		44.0
August		182		46.1		986		44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.